

**Notice of References Cited**

Application/Control No.

10/064,959

Applicant(s)/Patent Under  
Reexamination  
SELF ET AL.

Examiner

Alison Karmelek

Art Unit

3623

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0105773 A1	06-2003	Linde et al.	707/104.1
*	B	US-2003/0040998 A1	02-2003	Jordan Kogler et al.	705/35
	C	US-			
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	K	US-			
	L	US-			
	M	US-			

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Di Benedetto, C. Anthony. "Identifying the Key Success Factors in New Product Launch." Elsevier Science Inc. 1999. p.531-544
	V	Hultink et al. "In search of generic launch strategies for new products." Elsevier Science B.V. 1998, p. 269-285
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.